

**Upcoming Events:**

**Shaken Baby Syndrome Prevention**  
**May 13th**  
Argonaut High School

**ACAPC Meeting**  
**May 16, 2011**  
10:00 to 11:30am  
Health & Human Services, Room B

**Period of PURPLE Crying**  
**May 17th**  
Sutter Amador Hospital

**May 8th**  
**Happy**  
**Mother's Day!**

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# May 2011



## The Period of PURPLE Crying® Program

### ...A new way to understand a baby's crying

April's Child Abuse Prevention Month activities included the purchase of the Period of PURPLE Crying® program from the National Center on Shaken Baby Syndrome.

The PURPLE program is designed to give parents a new way to understand infant crying patterns that can be very frustrating and difficult to cope with.

The letters in the word **PURPLE** stand for:

- P** **Peak of Crying**—Babies may cry more each week, usually peaking at 2 months, then less at 3-5 months.
- U** **Unexpected**—Crying can come and go and you don't know why.
- R** **Resists Soothing**—Babies may continue to cry no matter what you try.
- P** **Pain-like Face**—Babies may look like they are in pain even when they're not.
- L** **Long Lasting**—Crying can last as much as 5 hours a day, or more.
- E** **Evening**—Babies may cry more in the late afternoon or evening.

The word "period" means the crying has a beginning and an end.

Each participating family receives their own copy of 10 minute DVD and booklet from trained health educators that explains:

- ♥ All babies cry, some more than others, even up to 5 hours a day!
- ♥ When crying becomes too frustrating, it is OK to place the baby in a safe place, like a crib, and walk away to calm down.
- ♥ NEVER shake or hurt a baby.

On April 25th, 17 health educators from the following partnering agencies took part in a required training provided by the council in order to deliver the program to families of newborns:

- ♥ Amador County Public Health
- ♥ Baby Welcome Wagon
- ♥ A-TCAA Family Resources, Early Head Start and Emergency Shelter staff
- ♥ First 5 Amador
- ♥ The Resource Connection WIC program
- ♥ Argonaut High School Early Childhood Education

Sutter Amador nursing staff will be introduced to the program on May 17th and, hopefully, all Amador County parents of newborns will soon be receiving the **PURPLE** information.

*Donations made to the council in memory of long-time council member, Matt Zanze, were used to purchase this program.*